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The Influence of Brand Awareness on Brand Trust Through Brand Image

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The purpose of this study was to determine 1.) relationship influences brand awareness on brand trust, 2.) relationship influences brand awareness on brand image, 3). influence of brand image on brand trust. The study was conducted on islamic product brands in City of Malang, East Java. Used accidental sampling, total sample of 100 respondent. SEM analysis technique using PLS. The results showed that brand awareness brand effect on trust, brand awareness effect on brand image, and brand image affect to brand trust.

Keywords: awareness, image, trust

INTRODUCTION

The brand used by companies to differentiate their products with competitors' products, so that consumers know and recognize products by brand name. In the competitive market, Consumer trust in the brand is an important factor in consumer purchasing decisions. The higher consumer trust in the brand, the higher the consumer's commitment to the high level of involvement will improve customer satisfaction. (Morgan & Hunt 1994), (Moorman et al. 1992) Consumer trust in the product is also a dominant factor that affecting purchase intention, (Rishi 2013) consumer loyalty to the brand. (Chaudhuri & Hoibrook 2001)

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Brand Trust

Trust in business play an important role. The sustainability of the brand is difficult to grow if consumers do not have trust with the brand. (Ha 2004) defined as the average consumer's willingness to entrust the brand's ability to demonstrate its function. For consumer, trust in the brand gives confidence to take the risk of errors in the purchase decision. For marketers, maintaining good relationships with customers can be measured the degree to which consumer trust in company's product brand.

(Delgado-Ballester 2003) explains that brand trust is composed of viability dimension and the dimension of intentionality. Dimension of viability is the degree to which the brand of products can satisfy the needs, while the dimensions of intentionality is the feeling of safety of an individual to a brand.

Brand Image

Brand image is an association that arise in the minds of consumers when considering a particular brand. the brand association is a reference point information in memory that contains the meaning for consumers, (Keller 1993). Further explained that the form of association may be conceptualized by type, support, strength and uniqueness that plays an important role in the level of consumer response on the brand.